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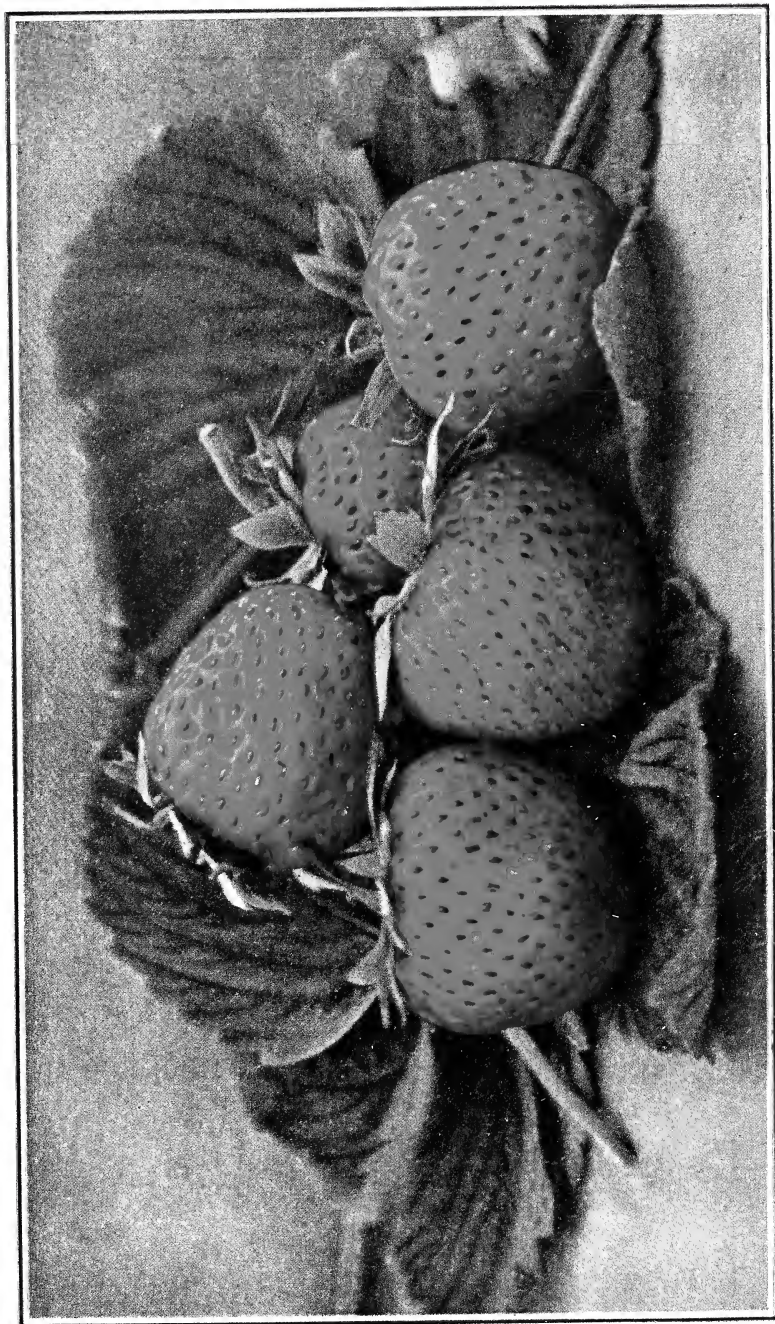
1915 1916
O. C. Waller & Brothers
CATALOG OF
STRAWBERRY PLANTS



No Better Plants At Any Price

O. C. WALLER, Manager

JUDSONIA, ARKANSAS



LATE JERSEY GIANT
See Page Nine

Waller Brothers Greetings to Berry Growers

WE ARE everlastingly grateful to our friends and customers for the splendid patronage shown us during the past season. With your continued orders and assistance you have made last season's orders the largest in our history, and we heartily wish to thank you for the many good words of praise you have said in regard to our plants.

Our aim has always been and always will be to give entire satisfaction to all our customers. My object first, last, and all the time is once a customer always a customer. We will use our best efforts to give you the highest quality in the stock that we send out. Whether you are a new customer or an old patron, we promise to do everything in our power to satisfy you, and to retain you as a permanent buyer of our plants. Our aim is to make our business improve, to grow better stock each year, so our trade will grow more prosperous year after year. To the new customer that comes to us this and succeeding years we extend a welcome and are very anxious to maintain a strict personal relationship with you. We want to conduct our business in such a way that you who order any thing of us will not only be a customer, but a friend as well.

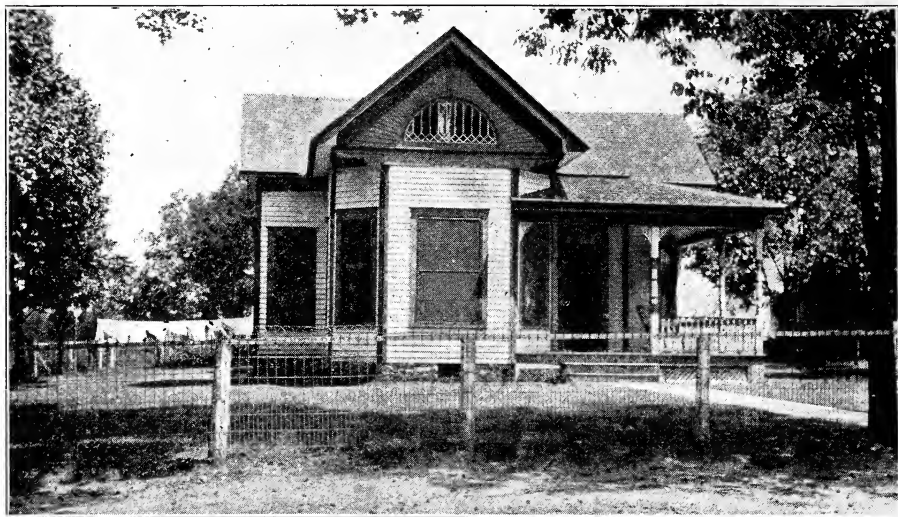
Since starting into this business some twenty odd years ago, with only a small patch of berries, our business has grown with such rapidity that our acreage now numbers more than 100 acres planted to strawberries. The most of this rapid growth has been made in the past six years, which shows beyond the slightest doubt that our goods are all we claim of them, and our claim is this: we are producing the best, strongest, and most prolific plants that can be grown in a well favored climate. As further proof of this fact, read the many letters found in this catalogue. We not only sell you better plants than you would buy from many of our competitors, but at the same time save you big money, on many varieties one-half and even more.

We again thank you one and all most kindly for the confidence you have in us, and greatly appreciate your kind letters, the unsolicited testimonials, some of which you will find in catalogue.

We are yours very truly,

O. C. WALLER & BROTHERS

O. C. Waller, Mgr.



THE HOME OF O. C. WALLER

General Information

Prices in this catalogue set aside all former quotations. When ordering plants, use order sheet, and write your name and address plainly.

Payments

Must be made in advance. Either express or postoffice money order, bank draft or registered letter. Or, if you prefer, we will send your plants C. O. D., provided you send 25 per cent of full value of order.

Our Guarantee

We guarantee our stock true to name, with the understanding that should it prove otherwise we will refund the money or replace it with of our stock which is true to name. But under no circumstances are we liable for more than the first cost of the plants.

Digging Our Plants

Our plants are dug as ordered, nicely trimmed and tied in bunches of twenty-six and twenty-seven and counted as twenty-five. This insures you of a good count. Plants are packed in light crates with plenty of moss, and guaranteed to reach you in good shape, either by mail or express.

Time of Filling Orders

We will begin filling orders not later than the 1st of November, and possibly as early as the 20th of October. For spring delivery, we will ship until April the 15th, and guarantee safe arrival. After this date they go at your risk. You will not lose anything by placing your order early.

Estimate Weight of Plants

It is impossible to give the correct weight of plants, as some varieties are much larger than others and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from twenty to twenty-five pounds to the thousand.

Care of Plants When Received

If the ground is not in a fit condition for the planting of them, a very easy method can be used to keep them. Take each variety, a bunch at a time, cut string, and spread roots very thinly along the side of a shallow furrow, then cover roots of plants with dirt not higher than the crown of the plant. Give partial shade, and if ground is dry water roots only.

About Ourselves

Perhaps it would be of interest to some to know something about us, as many people want to know this before they are willing to place their orders, and we see where they are right. Now, for these reasons, we are going to give you a few facts regarding our rapid growth, the amount of land we own, and a few other facts, as we come on down the line. But let us state right here that we are not writing this little article in order to blow our heads or be boastful in any way. I have heard and read so much of this kind of talking that I am inclined to be ashamed to give you the plain truths; however, when the time comes that we have to misrepresent our goods in order to sell them, we are going to go out of business.

The first catalogue that we got out was in the year of 1910. The size of this catalogue was $3\frac{1}{4} \times 6\frac{1}{4}$, with sixteen pages and cover, with not a picture in it. However, this little book pulled so many orders for us we decided that our next one would be a little nicer, so we had this one printed in three colors; size, same as the other, with the exception of twenty pages and cover. This little book brought us so many nice orders and good letters from the people that had seen our plants, stating that they were the nicest plants that they had ever been able to buy. This simply showed us that all we had to do was to get our name before the people. So the next year we decided to get out a better catalogue and use the newspapers in connection with it. This we did, making a catalogue with sixteen pages and cover; size, 6×9 ; printed in three colors; and right here is the catalogue that helped us up higher and showed us what could be done. Our next book was much like this one, but we added greatly to the number we had printed. This brings us to our 1914-15 copy, which was to have been twenty-four pages and cover but by error of the printer we got only sixteen pages and cover; however, this did not stop the orders.

During all this time our packing shed was increased accordingly, until we now have two sheds, one with 1220 square feet of floor space, and the other measures 24×40 feet. All along during this time it became necessary that we should add to our acreage of land, and now we own 440 acres of land, of which there is more than 100 acres planted in strawberries. On these farms there are \$2,500 worth of horses and mules, one half of which belong to us; more than \$75 worth of telephones are in use, which adds greatly to our work during the rush of the season.

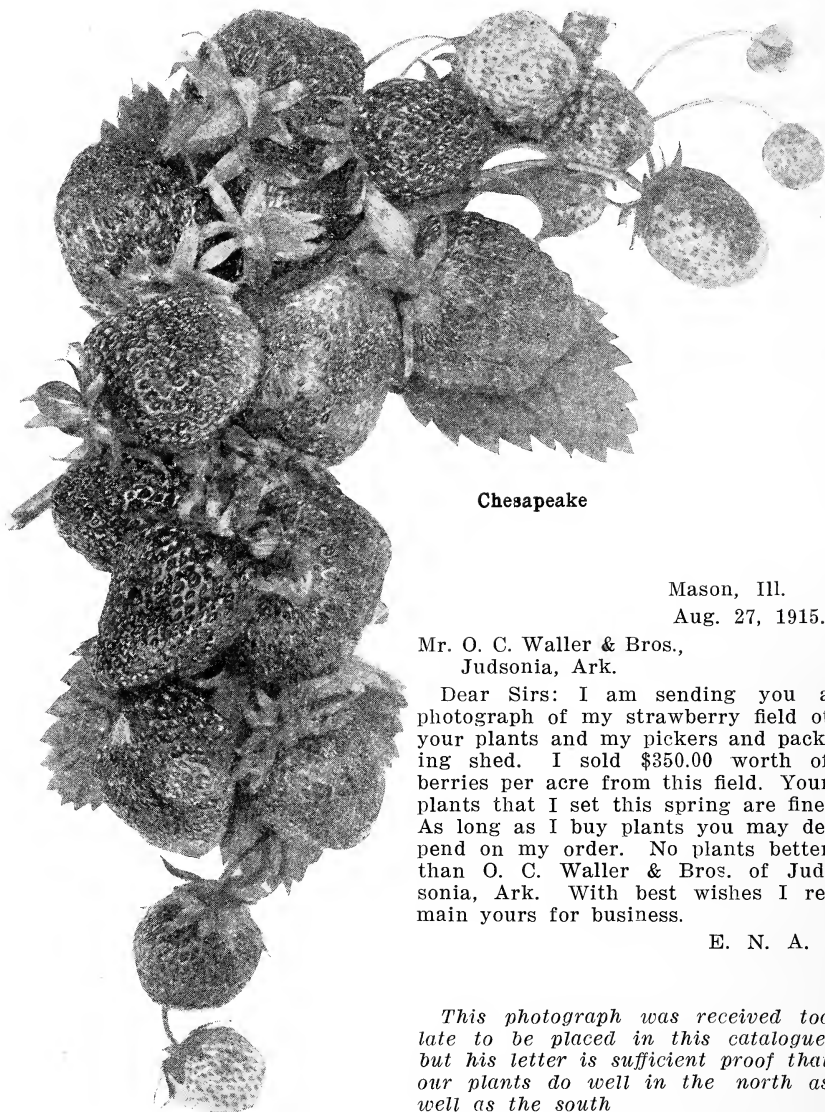
Dear Reader, we did not have to begin away back yonder under the Jewish dispensation in order to be one among the largest plant companies. Neither was our business founded in the year of 1880 by our father or great grandfather, who, during the history of their lives as nurserymen did not reach the mark of 1,000,000 plants by 500,000 during any one year of their business. No, our business was not started away back yonder, but started in the year of 1910, with the determination of showing the people at large that we were going to sell a better grade of plants at a far more reasonable price than was being sold by our competitors. Let us ask this one question: Is it not proof enough, beyond the slightest shadow of a doubt, that we have accomplished our aim? How was this done? Was it accomplished by using big, high-priced ads in the papers; or, was it due to the big, fine looking catalogues that we have been sending to our customers? No. You know as well as we do that this is not the reason, because we have never used either one. It is due to this fact alone: That the goods that we send out are of the very best, and, in so doing, our customers have done the advertising for us, by saying to their friends and neighbors, "Buy your strawberry plants from the WALLER BROTHERS, who will send you the most choice plants that your money will buy, and, at the same time, far below the other man's price."

Friends, if you want to trust this company with your order, we assure you that it will be appreciated and that you will get full value received for every dollar you spend with us.

Remember that when better strawberry plants are grown, the WALLER BROTHERS will grow them.

Yours for success,

WALLER BROTHERS.



Chesapeake

Mason, Ill.

Aug. 27, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I am sending you a photograph of my strawberry field of your plants and my pickers and packing shed. I sold \$350.00 worth of berries per acre from this field. Your plants that I set this spring are fine. As long as I buy plants you may depend on my order. No plants better than O. C. Waller & Bros. of Judsonia, Ark. With best wishes I remain yours for business.

E. N. A.

This photograph was received too late to be placed in this catalogue, but his letter is sufficient proof that our plants do well in the north as well as the south

Description of Varieties

Chesapeake

Undoubtedly one of the most popular late berries in America. We do not hesitate to recommend this variety as one of the best grown. It was introduced in 1906 and is now grown in practically every section of the United States where strawberries are grown. It is one of the finest flavored berries, and, if quality is considered, you will make no mistake in planting the Chesapeak. The color is a dark red. In season it is classed with the Gandy, and continues to fruit as long or longer than this variety, and yielding, in many cases, twice as much as this old time favorite. It makes just enough plants to give the best results in fruiting. Blossoms are perfect; fruit uniform and large, averaging larger than the Gandy. In the Chesapeake you will find three of the strongest points that go to make up a valuable commercial berry—these are firmness, quality and lateness. Added to the fact that it is of uniformly large size, and very attractive in appearance, and being one of the most healthy and vigorous growers, puts it nearer perfection than has yet been reached by any other berry. The demand for the plants are large, and as we have only a limited amount to offer will ask that you send in your order early.



This is a view of one of our Improved Klondike fields. Let us have your orders.



Lady Corneille

See Page 7

NUMBER OF PLANTS REQUIRED TO SET AN ACRE.

3 by 1 ft.	14,520	24 inches by $3\frac{1}{3}$ feet	6,222
3 by 18 inches	9,680	24 inches by 4 feet	5,445
$3\frac{1}{3}$ by 18 inches.....	8,297	30 inches by $3\frac{1}{2}$ feet	4,356

We plant from five to seven thousand plants to the acre. This depends on the varieties you select. Such varieties as Early Ozark, Bubach and Chesapeake should be planted much closer than most any other variety we have; also the Progressive Everbearing variety, this being a very poor plant maker with us.

Lady Corneille—The Great Southern Berry

Lady Corneille

This wonderful new strawberry originated in Louisiana and is destined to become the leading southern strawberry. It is claimed to be a better berry than the Klondike, which is saying a great deal, but its merits will prove it. The plant is simply a beauty, with glossy, green leaves; one of the best drouth resisters grown, and thrives in both clay and loamy soil; makes runners freely. The fruit ripens at the same time as the Klondike, but continues in bearing longer. The blossoms are rich in pollen, calyx large and heavy, and remains green, giving a beautiful appearance to the fruit. Berries, large, rich glossy red, slightly long, uniform in size and shape, with bright golden seeds which add to their beauty. Quality, of the best, having the true strawberry flavor, rich, sweet and delicious. The berries are very firm and will stand long distance shipments better than the Klondike. This one point alone makes this a very valuable berry for us southern growers, who depend on northern markets for our berries.

To the southern grower who is looking for a better berry than the Klondike, I would advise that you give this one a trial. We have put the price so low that all should give the grand berry a chance to prove its many good merits. We sincerely hope that all will give this berry a trial.

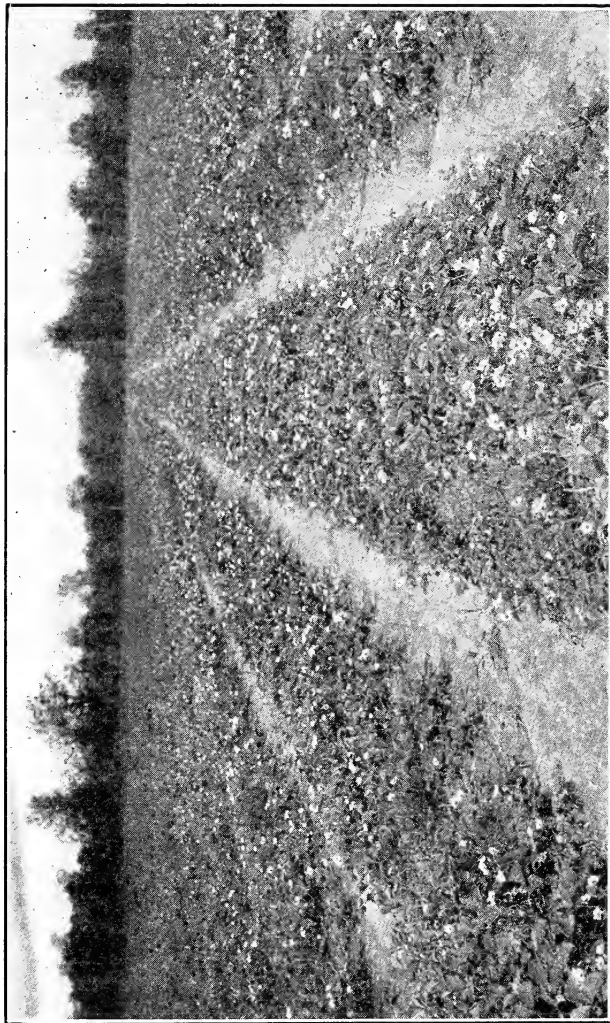
Kellogg's Prize

We have not fruited this variety, so have copied what Leamon G. Tingle, of Maryland, has to say in regard to its many good points:

Introduced by R. M. Kellogg Co., and I am using a part of their description in describing this extraordinary variety. We would not, indeed we could not, over-draw its splendid qualities. Greatly impressed with it, as we were when we first saw it, because of its magnificent foliage, its splendid vigor and beauty, it was the vision of it in full fruit in our test block in 1911 that caused enthusiasm to break all bounds. The test was in competition with sixty others, among them several magnificent varieties; but none of them approached, in beauty and real quality, the Kellogg's Prize. It stood head and shoulders above everything else in the block. Mr. Beatty says, "Many of the berries are actually as large as hen's eggs, nearly all perfectly top-shape, and piled in windrows about the plant." He further states that it is no exaggeration to say that the berries will yield 350 to 400 crates to the acre, and in all his experience in growing strawberries, says this variety is in the lead. The berry is pistillate variety and yields a wonderful supply of fruit from early to late. The berries are very high color, with golden seeds, the rich color extending to the center. Flavor is very delicious and is unexcelled as a shipper. Why not include some of these in your order.

Gandy

(Per) Originated by Mr. Gandy, of Pennsylvania, more than thirty years ago, and is yet being planted extensively. This variety does best when planted with some other late berry. The Aroma is a good one for this.



A block of our Missionary in full bloom.

See Page 18

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I am well pleased with the plants purchased from you. Both varieties did well, having plenty of large berries, of fine flavor. The Son's Prolific bought of you this spring made splendid plants, and of the 500 only one died.

A. C. D.

Big Oak Flat, California,
July 17, 1915.

Warfield

(Imp) An old variety, but a good one, just the same; especially in northern states. We would recommend that you plant Dunlap with this variety in order to fertilize them, then you are sure to receive a bumper crop of second early berries. Fruit is regular shape, dark red, and a splendid shipper.

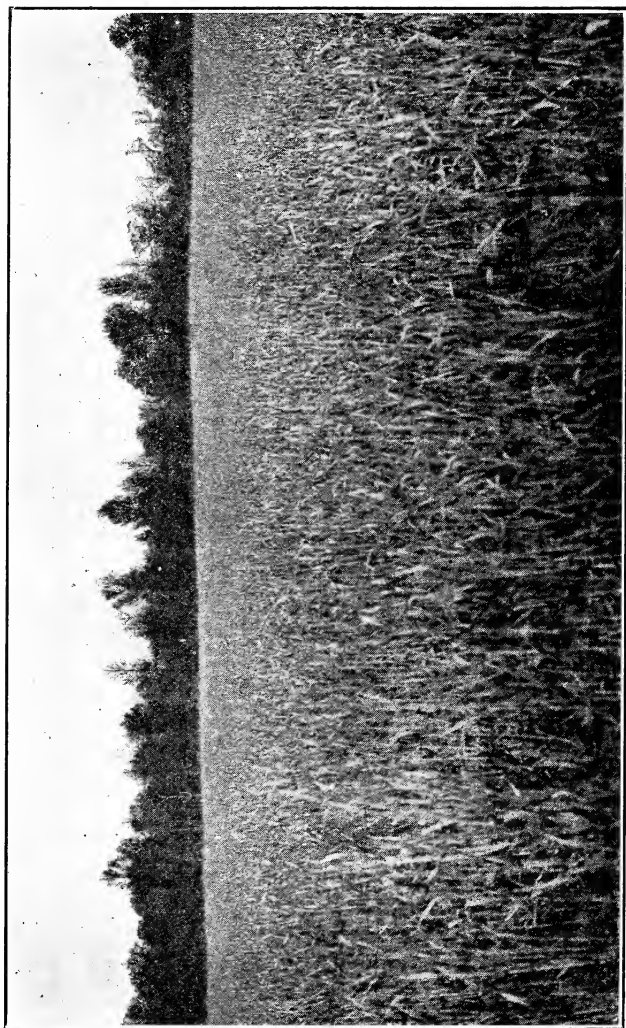
Early Jersey Giant

(Per) Ripens with the very earliest. Berries very large, brilliant, scarlet-crimson, conical, with pointed tip; colors all over at once, has a delightful and rich, mild, wild strawberry flavor. Large, light green calyx or burr, hence exceedingly showy and attractive. Blossoms large, perfect, open rather late, thereby missing the late frosts. Plants, a strong grower, with large leaves on long, pliant stems, and a heavy yielder; the largest and best early variety.

Late Jersey Giant

(Per) A very late variety, and the largest and best strawberry. It undoubtedly has blood of the Gandy in it, but it is superior to that grand old variety in every way—the berries being larger, infinitely superior in quality, even more brilliant in color, more beautiful and produced in far greater numbers. The berries are of immense size—and truly mammoth—heart-shaped, with broad, blunt apex, and exceptionally uniform in shape and size; surface, smooth and glossy, bright flame-color; meaty texture; the berries do not bleed when handled, as do those of other varieties; quality, mild, rich and sweet, with the flavor and aroma of the wild berry very pronounced. Calyx bright green and unusually large—like the Gandy, but larger. I regard it as the most beautiful strawberry I have ever seen. Blossoms are very large, strongly staminate and are held above the foliage. Plant of large proportions, with large, rather light green leaves. The berries are produced in clusters of six to a dozen, and are usually held from the earth on remarkably large, strong fruit stems. The yield is enormous. See reproduction of photograph in colors on inside front cover page.

The above descriptions were copied from Basil Perry's catalogue, and, if they be true, which we have no right to deny, then, without the slightest doubt, we have in the two above described varieties something that ought to interest every grower of strawberries. From the reading of their descriptions, it seems to me that the berries are not lacking anywhere, but are simply perfect. I remember reading a little catalogue that was printed last year, in regard to the JERSEY strain of strawberries. In this he described them as follows: He says the time is close at hand when the old strain of strawberries will soon be known no more, but will have to give place to a much improved strain, known as the JERSEY strain. He says there is as much difference in the two varieties of strawberries as there is in the old scrub cow and the Jersey. If he be right in this statement, why not all grow some Jersey strawberries? I am going to give them a trial and ask my customers to try them also. The plants of this variety have been selling for from \$10 to \$25 per thousand, but we are going to drop the price so everyone may give them a trial. Let us have your order.



This is the way our land is kept in the best of condition, by sowing Rye in the fall and turning it under in spring. This is then planted in peas and again turned. Do not the pictures in this catalogue show that our land is properly cared for?

Big Joe, or Joe Johnson

We have not fruited this variety, so will give you the description of some of the northern growers.

This new berry was originated in Maryland about four years ago and has been well tested. We believe that it will prove to be one of the very best late strawberries grown. The Joe Johnson is very productive of very large berries; it is a beautiful red berry, with a bright green calyx, which adds greatly to its beauty and market value. Its flavor is good and it is one of the best shipping varieties, has a perfect flower blossom, and is a strong fertilizer. You will make no mistake in giving this berry a trial.

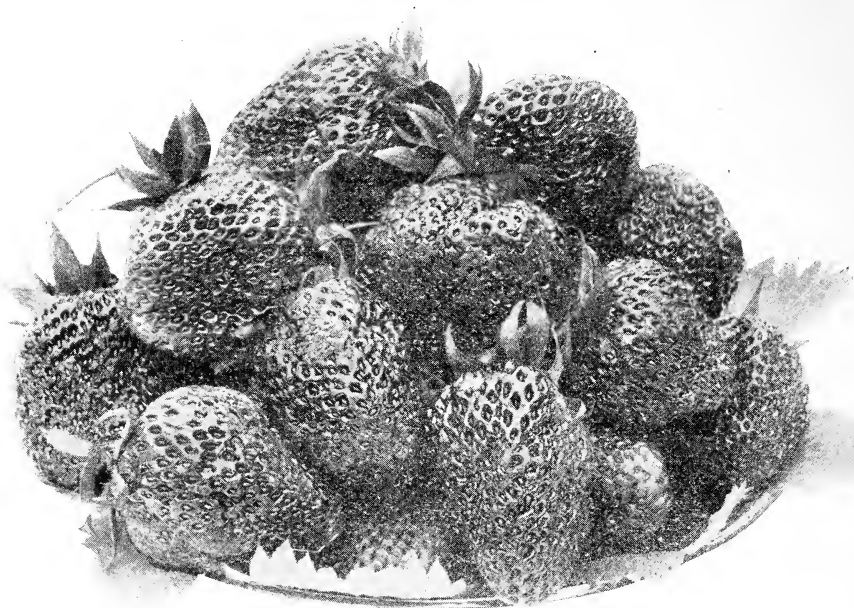


Senator Dunlap

A bunch of our plants ready for shipment.

Senator Dunlap

(Per) A favorite with most northern growers, and is well known wherever strawberries are grown. It is a great plant maker, and for this reason should not be planted too close together, as plants will become too thick. Its fruit is a bright red, a good shipper and of an excellent quality. Mid-season.



Helen Davis

Helen Davis

(Per) A wonderful yielder, and every berry smooth and well shaped. A grand early strawberry. The plants are strong and healthy; a good plant maker, and produces strong fruit stems, and many of them. The fruit is a sight to see. We seldom find a strawberry, especially an early berry, having so many good points as the Helen Davis, described as follows:

PLANTS, hardy and strong; FRUIT, extra fine quality; SIZE, one among the largest; COLOR, a beautiful, rich dark red clear through; PRODUCTIVENESS, one of the most productive berries grown; SEASON, second early, and continues to fruit all through the strawberry season. You will make money growing this variety. Be sure and include some of them in your order.

St. Louis

(Per) There is only one thing that keeps this berry from taking first place as an extra early berry, and that is that it is too soft; however, we have had many flattering reports from the north, where it seems to do better than in the south. To any one that is wanting to grow the largest early strawberry grown for the near-by markets, you need not hunt for anything that will, in size or earliness, turn down this variety.

Eureka

(Per) A new berry of the Ozark type, not so productive as the Early Ozark, but, being earlier, we consider it a very good berry. One big advantage it has over the Ozark is in ripening its fruit. This variety ripens the bulk of its crop in a few days after commencing, and for this reason you get the bulk of the crop on the market while the price is good.

Bubach

(Imp) Another old, but well known, variety. The berries are of ample size, the color is of bright red, which extends to the center; the flavor is excellent; the foliage is a dark green, and the plants are large and vigorous. No mistake is made in planting largely of this grand old variety.

Early Ozark

(Per) Some seem to think that this is about the best early berry we have; however, we do not think so by any means. This berry does not ripen up as it should. We will admit that it is a heavy cropper, and its berries are large and of a good color, but unless the ground be warm it will have a green side to it. This we do not like. However, we sell many plants of this variety, and for this reason believe that the berry does better elsewhere than here.

Son's Prolific

(Per) As we sold out -- plants long before the season was over of this variety, will again give you the introducer's description. This berry was introduced in 1909 by D. McNallie Plant & Fruit Co. Originated from Bubach, fertilized with Aroma. This variety has been fruited for nine years. Without exception, it is the best shipper, best colored berry and best plant Bubach. Runners, very stocky, and maker we have ever grown. It has been tested side by side with all the best varieties grown. The parentage of this is plainly shown in both plant and fruit. Root growth is very heavy, being very fibrous and deep; foliage, rich, glossy, and being in proportion to heavy root system; crown and leaf of plants heavy and stands higher from ground than either Aroma or plants set about same in proportion as Aroma. All blooms mature perfect fruit. Berries are darker red than Aroma, large, and about the same shape, except a little longer. Even in size, and no green tips. This is where Son's Prolific has one great advantage over others of the late variety. The Son's Prolific ripens the tips first, and colors even all over. Son's Prolific is in every way superior to Aroma. In no way is there any comparison in the two varieties. We sold more than 50,000 plants of this variety last season and did not have nearly enough to go around.



A plant of the Son's Prolific variety; look at this load of fruit. Photograph made from one of our own plants.

Fall, or Everbearing Strawberries

We haven't as much faith in these varieties as some of the growers, especially for the south; while in the north there is no doubt but what these varieties do well. As we have not fruited them, having set our plants last spring, and keeping the blooms pinched pretty close, will not be able to say just how they will do with us. While we have gathered some very nice berries from a few of the vines that we allowed to fruit, and at this writing, the last of July, we have counted as many as fifty berries to the plant. Three years ago we tried some of these Everbearing berries, which proved to be absolutely worthless, and we have been a little down on them ever since, while it is now our belief that we did not get the genuine Everbearing. Below you will read description given by northern growers.

Superb

Mr. Cooper, the originator, says: "A healthy grower that makes plants freely, yields fruit on parent plants only. The berries are a rich blood red from surface to center, firm, and of a good quality. Mr. Farmer says 'the Superb is the largest fall berry I have ever seen, and of the finest flavor.' They look as if each berry was turned out in a lathe. The Superb is not only one of the best fall-bearers, but as a June cropper it yields enormous crops on the same plants that produced fruit the previous fall."



This field of berries was given the name of being the best in the State. This is the remark that our State Inspector made when walking over this field for inspection. Don't you think that he has a chance to know what he is talking about?



Progressive

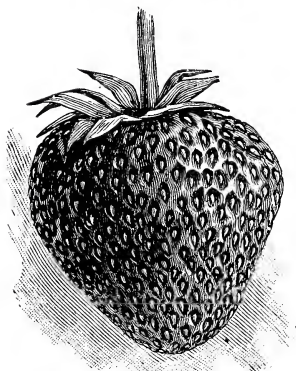
Progressive

Originated in 1908 by Harlow Rockhill, of Iowa. Plants much like Dunlap, strong, healthy and very hardy, good plant maker. Fruit, good, medium size, dark red inside and out; blossom, strong staminate, every bloom makes a perfect berry; bloom and fruit well protected by the foliage—a most valuable feature, as it takes extremely hard freezing to injure the fruit. I am honest in my opinion that Progressive is the most profitable fall-bearing sort yet introduced, as, with good culture, it will bear a paying crop the first year set.

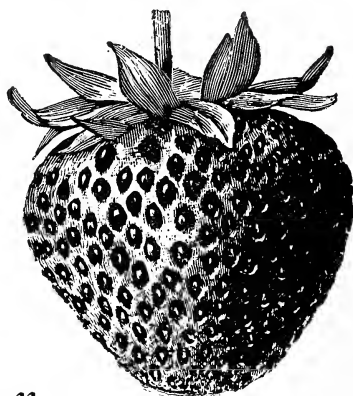
The varieties have always sold for a high price, and we have not been able to buy plants for less than \$10 per thousand, and I notice that most of the nurserymen are asking from \$10 to \$25. This I consider too much to pay for plants, and I am going to sell what we have to spare at \$6 per thousand. If you want plants of either of the two leading varieties of fall-bearing berries, send us your order and we will fill them as long as the plants last.



Another view giving you an idea as to the fruiting power of our plants.



Myrtle Murrell



Excelsior

Myrtle Murrell

Here is another new strawberry which we know nothing about, as we bought only 300 plants of it in the spring of 1914, and the plants from these were replanted early in the spring of 1915, and for this reason we have seen none of its fruit, and know nothing about it outside of Mr. Murrell's description. We have some 25,000 plants to offer, and if you wish to try this new variety we would be glad to receive your order. Below read his description:

"Myrtle Murrell is a new strawberry. Originated by S. S. Murrell, Maryland. It is a cross between the Hoofman and Heflin, the two leading strawberries of Marion county, Md. I have fruited this berry for seven years and will plant no other variety for an early berry. I have reports on the Myrtle Murrell from the following states:

Massachusetts, New York, New Jersey, Delaware, Maryland, Virginia, Illinois, Iowa, Florida and Canada, and all pronounce it a perfect success. I will give positive facts as I have seen them in this berry. As early as the earliest, large, firm, prolific, great plant maker, has a large, perfect bloom; full of pollen, not subject to rust, has rank, dark foliage, which looks like it was polished. The berry is bright red clear through and has no hollow core. I challenge any berry as early as Myrtle Murrell to show as many good points as this berry. It is as near perfection as can be."

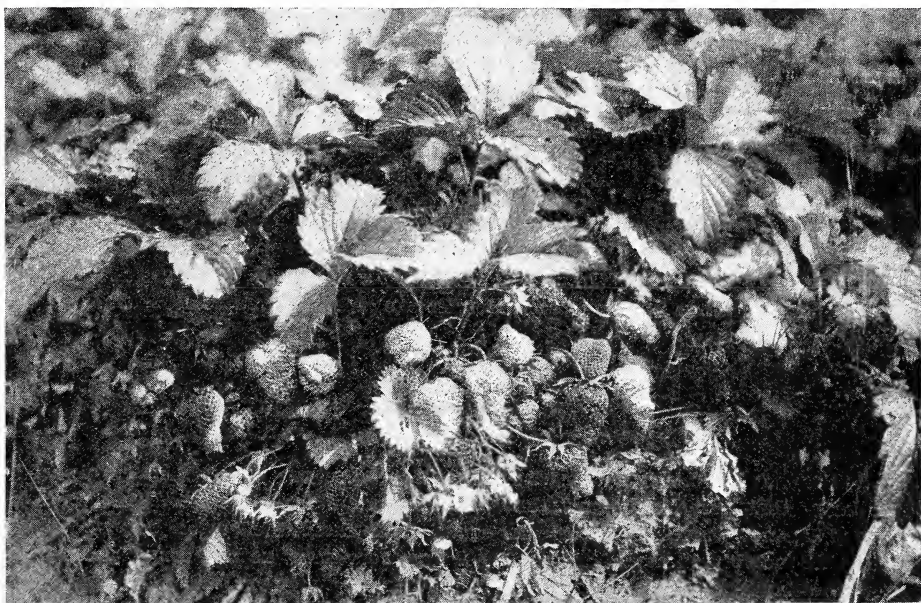
The above is Mr. Murrell's description, which is good, and if this berry has all the good points he claims it has, it is worthy of a trial. We paid \$1.50 per 100, or \$10 per 1,000, for the plants we bought. Compare this with our price.

Evening Star

(Per) In this variety you will find a good, all around late berry. I much prefer them to the Gandy, as they are much more productive and are not subject to rust like the Gandy. Their season is the same as the Gandy, also their fruit resembles that variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late berry he will find it in this variety.

Haverland

(Imp) A very popular variety, and one that has been with the people a long time. Considered throughout the United States a money-maker in almost any climate. We have not so far been able to supply the demand for the plants of this variety. Midseason.



Plant our plants for a bigger yield of berries.



Field of Missionary.

Missionary

(Per) It was thought by many that this variety would take the place of the Klondike, while we do not see it that way. Fruit is medium size and very firm, resembling the Aroma in shape and color, while the berry is not as large. A good plant maker, and free from any rust. Season same as the Klondike.

Excelsior

(Per) An old variety that leads them all for earliness, and one that has stood the test for more than twenty years. Berries are of a dark red color, medium in size. Plant growth good.

Aroma

(Per) A late and very popular berry in all sections. I have not yet found the late berry that has the demand that this one has. While I believe that there are some of the new varieties that are its equal, or, in fact, its superior, however, it does well, both north and south. Many of the growers here, as well as elsewhere, will grow no other variety for a late berry. The berry is very firm and you will find none that will stand shipping better than this variety. We have an unusually large supply of plants and will be glad to quote you special prices on large orders.

Klondike

(Per) If there is a better berry than this variety, the people have not found it out. This variety is, without a doubt, more extensively planted than any other one variety, especially throughout the south. Plants are very hardy and will withstand the dry, hot weather as well as any. We have more than twenty-five acres in this variety alone, and would be glad to have you figure with us on large lots of plants. We are in a position to fill your orders, large or small, and at the same time with as good plants as money will buy. Look at some of our photographs of this variety.

Lady Thompson

(Per) This berry at one time had the lead in all southern states, and is still grown very extensively. One very important reason for this is that the berry is a good drouth resister. The hot, dry weather seems to have but little effect on it. It is, as a rule, very productive.



Another field of our Klondike. We have more than 30 acres in this variety alone. Ask for special prices in large lots.

Desha, Ark., July 19, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: The 1,000,000 plants bought of you last spring are looking fine indeed. We wish to thank you for the manner in which you filled our order. Your plants are hearty, thrifty, and true to name, and we will take a pleasure in recommending you as being strictly honest and capable of filling any order, large or small.

ADLIA SEARCY,

President and Manager of the Desha
Fruit & Truck Growers' Association.

If you care to write this gentleman regarding our plants, do so; but be sure you inclose stamp with your letter. If we can furnish their association with 1,000,000 plants, and please them, why not let us please you on your order. We only ask a trial.

TO WHOM IT MAY CONCERN.

It is a pleasure to me to have the opportunity to recommend to these parties that are in the market for strawberry plants the firm of O. C. Waller & Bros., Judsonia, Ark. They are strictly fair and honest in all their business dealings, and we feel safe in saying that you will receive full value for every dollar you send them. I heartily recommend them to all.

W. C. NORTH,

President and Manager of the Judsonia
Fruit and Vegetable Growers' Association.

Lafayette, Iowa, April 13, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I received the strawberry plants all O. K., and set them out a few days after receiving them, and they all look well, although we did not have any rain until about three weeks after they were planted. We allowed some few of the plants to fruit and they did fine for the first crop.

Respectfully yours,

D. D.

Cobbtown, Ga., July 14, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The strawberry plants received last spring were all O. K., and are doing fine, considering the drouth we had here.

Yours respectfully,

M. E. J.

New Milton, W. Va.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The plants you shipped to me last spring are doing well. I regret that you were short on some of the varieties that I ordered, especially the Helen Davis. Will try and get my order in earlier for another season.

Yours very truly,

V. B. L.

Charlotte, N. C., July 7, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The strawberry plants you sent us last February reached us in prime condition, and were fine plants. The weather was very bad for planting, but to our surprise, we lost but very few plants.

Very respectfully,

W. P. F.

Coulwood, Va., July 14, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The three hundred strawberry plants that you shipped to me in February arrived all O. K. and are growing nicely. I have the nicest patch in the country. I thank you for prompt shipment. I left the blooms and fruit on twelve of the plants and they had as fine berries, or the finest, I ever saw. I only lost three or four plants, and that was caused by the white grub worm. I certainly am well pleased with the plants.

Very respectfully,

R. R.



A shipment of more than 125,000 of our plants at the depot.

Gainesville, Mo., October 20, 1914.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I received plants. They arrived in good shape, and am well pleased with them. Yours were not cheap plants, as the price would indicate, but strictly nice, well-rooted, such as would cost from \$1 to \$2 per hundred if bought from most nurseries or seed houses. My neighbors are all going to order their plants of you this winter. Please send me a copy of your catalogue.

Yours very truly,

C. W.

We, of course, know that our catalogue goes to many that look at the price and judge from this that our plants are of an

inferior grade. In this you are badly-mistaken, and I think after you read the many testimonials that you will find in this book that you will no longer doubt that we are selling nothing but the very best plants that are grown. If you will but stop and give this matter just one reasonable thought, you will know that we could not stay in business if we did not handle a good grade of plants. Why would thousands of our customers stay with us year in and year out, telling hundreds and thousands of their neighbors and friends that we were selling nothing but strictly pure and of the highest fruiting quality of plants that money will buy? We ask you in all sincerity to try us this year, as we know if you will, you will remain a permanent customer of ours and that you will find yourself telling your neighbors and friends that we have the goods that they should buy.

Pasadena, Texas, February 14, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: You will certainly get an order for berry plants from me as soon as the weather conditions are favorable to handle them safely.

E. J.

Mission, Texas, February 24, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: The berry plants received in very fine condition, which shows that you have taken good care in preparing and packing them. I am enclosing draft for \$4.50, the amount of your bill. Thanking you for the interest you have taken in this order, I am

Yours truly,
O. S. P.

Beeville, Texas, January 21, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Must tell you about my nice strawberry plants. They are simply fine. I did not lose a single plant, and everybody that saw them has said that they never saw nicer plants.

Yours very truly,
H. M. C. Q.

Glenn Allen, Mo., April 8, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: Please send me the following plants. We received the other shipment in good shape. 1,000 Helen Davis, 2,000 Aroma, 1,000 Haverland and 2,000 Bubach. Check enclosed to cover same.

Yours truly,
F. E. K.

Noel, Mo., March 19, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The berry plants arrived all right, and we are exceedingly well pleased with them. But we will need 1,000 more just like them, so please send by Wells Fargo Express immediately, if possible. Check enclosed.

B. & B.

Tulsa, Okla., April 24, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The other 7,000 strawberry plants received today. Thank you very

much for the nice stock that you furnished. Check for \$21.75 enclosed.

Yours respectfully,
F. L. W.

Brazoria, Texas, October 23, 1914.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I received plants all O. K., and they were in the best of condition, and I believe that every plant will grow. If I need any more plants, or find any of my neighbors that want some, I will recommend your firm.

L. P.

New Bloomfield, Mo., April 26, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: Plants received in good order, and they were fine. Every one growing and looking well. I am recommending you and your plants.

Very respectfully,
H. W.

Edmond, Okla., April 9, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I received my plants, and they were in fine condition. I never set a better lot of plants. I may want more, and if I do I will know where to get them.

Respectfully,
L. V. A.

Paris, Ill., March 22, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I am more than pleased with the plants that you sent me. They are indeed fine.

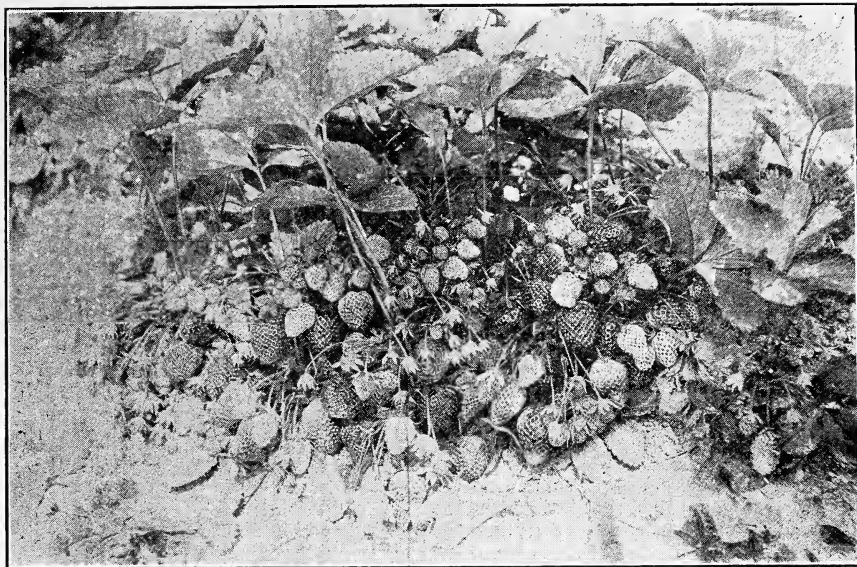
Yours truly,
E. E. H.

Liberal, Mo., March 16, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: Enclosed find \$3 for 1,500 Aroma strawberry plants. The plants that I bought of you last spring were the finest I ever saw.

Very respectfully,
L. L.



Enormous yields made from our plants.

Cedar Vale, Kan., April 9, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I am sending you draft for \$2 for 1,000 Dunlap plants. I have sent you another order for 1,000 Texas. If you haven't them, send some other good variety at once. The plants we have received are very nice.

Yours truly,
F. P.

Cove, Ark., April 15, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: The St. Louis berry plants came last Monday all O. K., and they were in fine shape. I am sorry that you could not fill the balance of the order. I will want a big lot of plants this fall.

Yours truly,
W. J. E.

Alvin, Texas, February 24, 1915.

Sunny Slope Fruit Farm,
Judsonia, Ark.

Gentlemen: We are in receipt of the berry plants, which look good, and have delivered to our customers who are well pleased with them. Enclosed find our check for settlement of same. We are looking for more orders, and will be glad to turn them to you. Trusting that we will be able to handle a great deal of your plants another season, and with best regards, we beg to remain,

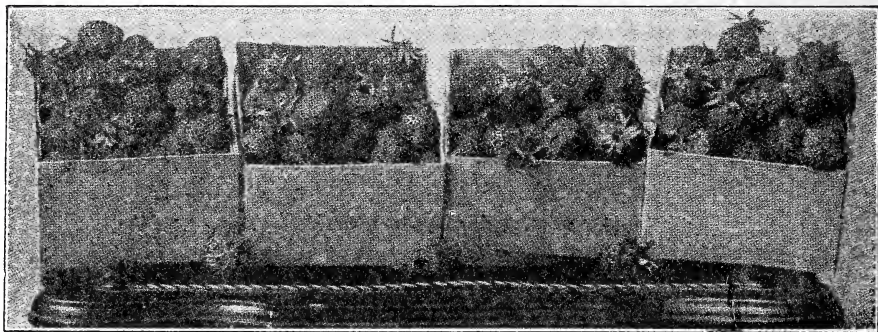
A. J. N. Co.

Rogers, Ark., February 20, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I received the strawberry plants yesterday. I must say that you deserve success in your business. The plants are very fine and so nicely done up. I haven't much room for strawberries on my lot, but I will not miss an opportunity to tell others who want plants where they can get the best.

Yours very truly,
U. C.



Parsons, Kan., March 15, 1915.
Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: Received plants March 13th, all O. K., and must say that they are the best and finest plants that I have bought in the last five years, and at about one-half the price that I have been paying for my plants. If I need more plants, you shall have my order, as well as all future orders hereafter.

Yours truly,
L. S.

Here is another man who for years has been paying a big price for his plants. See what he has to say about them. He says that most of them had been shipped in from the north and he had been paying twice the price we are asking for the same varieties of plants and had not been receiving as good quality of plants as we shipped to him. Why will you be misled into giving more for your plants than we are asking you to pay? Remember, when you do, you are losing your money and not getting a better grade of plants than we are offering you, as better plants are not grown.

Glentana, Mont., May 22, 1915.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: The strawberry plants that you sent me are fine, and in the very best condition when I received them. Thanking you for good plants, I am

Yours very truly,
N. P. J.

Fairfield, Iowa, May 15, 1915.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: Plants received all O. K. Many thanks for promptness. Plants

were in fine shape. Will try and be earlier with my order another year.

Yours respectfully,
W. H. R.

Banner, Okla., May 7, 1915.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs: I want to thank you for sending such fine, well-rooted plants. We are looking forward with the expectation of gathering a fine crop of fruit from them another season.

Yours truly,
O. C. D.

Arkansas City, April 30, 1915.
O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Our former order of plants received, and in splendid shape, and for which we wish to thank you. Every plant lived and is hearty. We are sending for another thousand Klondike, which we would be glad for you to ship Friday or Saturday. We cannot say too much for your splendid plants and prompt delivery. Be sure that I will speak to my neighbors about you.

Very truly yours,

Mason, Ill., May 5, 1915.
Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Enclosed find check for \$20 for plants bought. I have been in the strawberry business for twelve years and have bought plants of a good many plant men, but yours are the best I have ever got. So when in need of more plants, you may depend on my order. Thanking you for past favors and wishing you success in your business.

Yours respectfully,
E. N. A.

Ashdown, Ark., March 17, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Enclosed you will find check to pay for 2,000 Klondike plants that a couple of the boys here are having me order for them. Please put the plants up in two separate boxes of 1,000 each. Will send you large order in a few days. All parties that have received plants of you are highly pleased with the quality.

Yours very truly,
J. H. E.

Before the season was over, this gentleman ordered 140,000 Klondike plants from us. It's proof enough that we pleased him or he would not have kept coming back with continued orders.

Read what THE SOUTHLAND FARMER, a semi-monthly farm journal, printed at Houston, Texas, has to say in regard to our plants:

I have had many inquiries about you, the name of the company who sent such good plants down here, and where your nursery is. One man put it: "The plants I received looked like they were taken out of the ground just yesterday. Better place your order with the company who guarantees to please you as well as save you money."

J. W. J.

Wichita, Kan., November 12, 1914.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: The plants came in today all O. K., and seem to be nice ones and were well packed. We hope that you sent that order to Nowata right out.

Yours very truly,
W. N.

Joplin, Mo., April 30, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Plants received all O. K. I thank you for your prompt delivery. I sent orders to two different parties for plants, one in Illinois, and the other in Maryland. I sent these orders in February and just received the plants today. The plants were badly damaged on account of being so late in season. From this on I will know where to get good plants and prompt delivery.

Yours truly,
J. W. P.

If you want the best strawberry plants grown, and as prompt service as can be

given, give Waller Bros. your order. We always try to fill orders promptly and at the same time with as good plants as can be bought.

Buechel, Ky., April 13, 1915.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: Everything went off like clockwork, a card from you and a card from the express company. We got the plants and put them out today. I wish to thank you for good plants and promptness.

Yours respectfully,
J. H. S.

Chocolate Bayou, Tex., Aug. 11, 1914.

O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: How are your strawberry plants going to be for fall shipment? Please quote me prices on 10,000 to 25,000 Klondike, and when can you begin shipping? The 40,000 that I bought of you in the spring look good, although it has been dry up to now.

Very respectfully,
A. C. B.

Princeton, Ind., March 27, 1915.

Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Gentlemen: I have been too busy to write you sooner, and tell you how well I am pleased with the 30,000 or more plants you sent us. If they come as true to name as they come well packed, I shall indeed be very happy, for in the twenty years that I have been growing strawberries I have never received a lot packed, graded and handled more satisfactorily than the plants you sent. I thank you, and will surely stay with you as long as you put up the goods that you do and at such a reasonable price. Will you be able to furnish us with any more Haverland this week?

Yours very truly,

The above was written by the president of Vegetable Growers Association of America. Do you not think that this gentleman knows what he is talking about when he says that he has been growing and handling plants for twenty years? Remember that when better strawberry plants are grown, O. C. Waller & Bros. will grow them.

Golden, Colo., April 21, 1915.

O. C. Waller & Bros.,

Judsonia, Ark.

Dear Sirs: The 15,000 Aroma strawberry plants arrived yesterday. They came through in fine condition and are fine plants, which were well packed. Wishing you success in the strawberry business, I am

Yours respectfully,

J. M.

Redford, Mich., April 27, 1915.

O. C. Waller & Bros.,

Judsonia, Ark.

Gentlemen: The plants reached me in good condition and wish to thank you for same.

Yours very truly,

A. M.

LaMesa, N. M., June 17, 1915.

O. C. Waller & Bros.,

Judsonia, Ark.

Dear Sirs: My second order, for 5,000 of your strawberry plants, was received in splendid condition and practically every plant was well-rooted and perfect for transplanting. I give you my word

that if in need of more plants they will come from your place, as they appeal to me more than any I have ever seen from any place.

Yours very truly,

A. N. A.

Oran, Mo., April 5, 1915.

Mr. O. C. Waller & Bros.,

Judsonia, Ark.

Gentlemen: Got the berry plants today, and they certainly are satisfactory. Am well pleased with them, also my neighbors who were interested in the order. Thanking you for your kindness, I am

Yours very truly,

J. B. F.

Batavia, Ark., April 5, 1915.

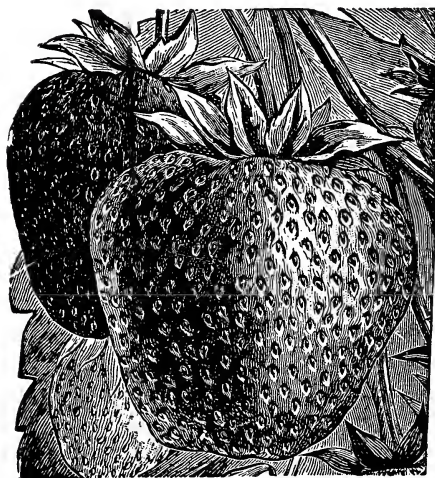
O. C. Waller & Bros.,

Judsonia, Ark.

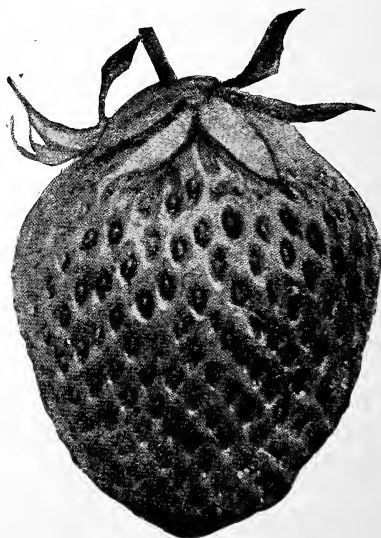
Gentlemen: Enclosed find check for \$5.75 for which you will please ship at once 2,000 Aroma and 1,000 Klondike plants. I bought 40,000 plants of you two years ago and they were fine.

Very respectfully,

N. A. M.



Klondike



St. Louis

A Record and A Reason

The Record

We have been selling Strawberry plants for about fifteen years, for ten years in a small way, mostly local—only a little outside Arkansas. Six years ago the first line would represent our business.

Five years ago we decided to go after more business in a wider field. Nobody knew us. We made only a small dent in the business and secured only a few hundred customers. Our competitors didn't know we were in business. Our sale increased about like this.

The next year, 1911-12, a few discriminating ones took notice of us and we picked up a little. Made the business look a little better.

In 1912-13 we began to put on a little speed. The business grew to this size.

Year before last we made a greater proportionate gain than before and really surprised ourselves. Sales grew to these dimensions.

Last year, 1914-15, brought to us an even greater increase of business. Our selling of Strawberry plants made a showing like this.

During the six years covered by this record we have lost only a very few of our customers and have made a gain of thousands.

The Reason

We are giving all our time to this business. Our facilities are ample. Our land and help resources are large. The quality of our goods is the equal of any, and we are giving more real strawberry plant value for the money than any other firm, and the people are finding it out.

O. C. WALLER & BROTHERS
Judsonia, Arkansas

How to Grow Strawberries

We have so many inquiries along this line that we feel it our duty to give a partial description of our method of cultivation, but it would be difficult to set a rule that would apply to all localities.

Soil and Location

The strawberry will thrive in a great variety of soils and locations. Almost any land that will produce good crops of corn or general farm crops will produce strawberries, providing the soil is not waterlogged for any portion of the year. In some cases strawberries do surprisingly well on light, sandy land, providing fertilizer is used. Gravel soils, especially if they contain some clay or loam, are often good. Again this fruit is sometimes produced abundantly in somewhat heavy clay loams. Thriving, as it does, in almost all kinds of soil that is not wet and cold, it becomes impossible to recommend any one kind of soil that will give the best results.

Strawberries usually do best on comparatively new land. Land from which the trees have recently been cut, so that it contains the decaying leaf mold and the spongy condition incident to newly cleared land. Such land, however, should have the sprouts well subdued and should be worked to facilitate cultivation of the plants. It is important that the land should be mellow and easily worked. You need not expect a bumper crop of berries unless you are willing to give them some care or attention.

The choice of slope depends upon the object to be sought. A south slope is warm and, consequently, produces earlier berries. The berries are also likely to be of better color and of a finer flavor where they receive full benefit of the sunlight. In sections where drouth is likely to occur, or where the soil is naturally too light and warm for the crop to hold out long, it may be best to select a north slope, on account of the fact that it is cooled and does not heat up and dry out so early in the season. Generally speaking, however, in good soils a south slope, to receive full sunlight, is best.

Preparation of the Land

The soil should be of such a nature as to retain moisture without being too wet and soggy. It should be loose and mellow, so as to make easy cultivation.

The land should be well plowed, either in spring or fall. If it is light, mellow and well drained, it may be best to plow in the spring, as weeds may then start less quickly. If the ground is inclined to be heavy or cloddy, it will then be best to plow in the fall, as freezing of the ground will greatly help in mellowing the land for you. The plowing should be done when the ground is in the best of condition; that is, when it is neither too wet or too dry, but when it turns up mellow and in workable condition.

The ground should be thoroughly harrowed and pulverized, otherwise the land would be in poor shape for the planting of your plants. Proper preparation of the land is a most economical way of making the remainder of the work easy and profitable. It will not only insure you a better stand of plants, but a larger crop of better berries.

Setting the Plants

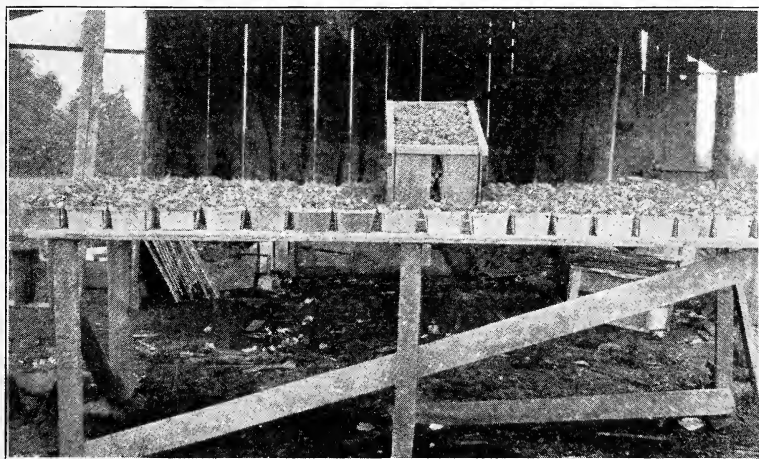
Strawberries may be set either in spring or fall. Toward the north they are mostly set in the spring, while in the south they are often set in the fall. Where the winters are not severe enough to freeze the ground very deep, plants may be set at almost any time between fall and spring when the ground is not frozen; however, the greater part of the plants are set in early spring, before they make much growth.

As to the manner of setting the plants, there are so many ways that we feel somewhat backward about giving our method. However, it is very simple and requires no special implements to do the work with. We lay off our rows three and one-half feet and list on this same as you would for cotton. We then go over the land with a drag, bringing the ridges down to three or four inches above the level. In setting out the plants we use a garden trowel or dibble, setting the plants twenty to thirty inches apart in the drill, being careful to get them in the ground about as deep as they originally were, putting the roots straight down, pressing the soil firmly around the plant. This is very important, as it keeps the ground from drying out, which it would do if left loose.

Cultivation

Proper cultivation is, without a doubt, the most important factor in promoting success to strawberry growing. If all other phases of strawberry growing are properly observed and cultivation is neglected the result will not be satisfactory. The selection of the soil and location, the choosing of the varieties, the setting of the plants, the handling and marketing of the crop—all important in themselves—will fail to give a profitable yield of fruit unless the soil is properly cultivated during the summer. All blooms that form on the plants the spring they are set out should be pinched off. If they are allowed to make fruit this will injure the plants.

Begin working your berries soon after planting them. Newly set plants often fail to start off well in the spring if cultivation is neglected. Be careful not to get too close to the plants as to disturb the roots, also not to cover up the crown or heart of the plants, as, in many cases, the latter will cause them to die, especially in rainy weather, as it causes the crown to smother and rot. Always cultivate as soon after a rain as the ground will permit; never let your berries stand until the ground becomes hard and dry around your plants. Cultivation regulates the moisture supply. It favors storing up a larger amount of rainfall in the soil. It is a matter of common observation that much of the rain that falls fails to soak into the ground. Cultivation opens up the soil so the rain may soak in. It not only breaks the crust, thus forming openings for the water, but it does more than that—it causes the soil to slack so the rain may soak in between its finest particles.



One of our sheds showing the bench covered with berries of the Evening Star.

Price List of Plants

Weight	1st Zone	2d	3d	4th	5th	6th	7th	8th
Local Zone	Zone							
1 pound...	\$0.05	\$0.05	\$0.06	\$0.07	\$0.08	\$0.09	\$0.11	\$ 0.12
2 pounds...	.06	.06	.08	.11	.14	.17	.21	.24
3 pounds...	.06	.07	.10	.15	.20	.25	.31	.36
4 pounds...	.07	.08	.12	.19	.26	.33	.41	.48
5 pounds...	.07	.09	.14	.23	.32	.41	.51	.60
6 pounds...	.08	.10	.16	.27	.38	.49	.61	.72
7 pounds...	.08	.11	.18	.31	.44	.57	.71	.84
8 pounds...	.09	.12	.20	.35	.50	.65	.81	.96
9 pounds...	.09	.13	.22	.39	.56	.73	.91	1.08
10 pounds...	.10	.14	.24	.43	.62	.81	1.01	1.20
11 pounds...	.10	.15	.26	.47	.68	.89	1.11	1.32
12 pounds...	.11	.16	.28	.51	.74	.97	1.21	1.44
13 pounds...	.11	.17	.30	.55	.80	1.05	1.31	1.56
14 pounds...	.12	.18	.32	.59	.86	1.13	1.41	1.68
15 pounds...	.12	.19	.34	.63	.92	1.21	1.51	1.80
16 pounds...	.13	.20	.36	.67	.98	1.29	1.61	1.92
17 pounds...	.13	.21	.38	.71	1.04	1.37	1.71	2.04
18 pounds...	.14	.22	.40	.75	1.10	1.45	1.81	2.16
19 pounds...	.14	.23	.42	.79	1.16	1.53	1.91	2.28
20 pounds...	.15	.24	.44	.83	1.22	1.61	2.01	2.40

CUSTOMERS, PLEASE NOTICE.

If plants are wanted by parcel post, postage must be added as per table.

Important.—In remitting postage, always add it to the foot of the order as a separate item; this will help to avoid mistakes. Your local postmaster will inform you what zone you are in from Judsonia, and you can add for postage accordingly.

	Per 100.	Per 250.	Per 500.	Per 1,000.
Lady Corneille	\$0.50	\$1.00	\$1.70	\$3.00
Joe Johnson50	1.15	1.75	3.25
Kellogg's Prize50	1.00	1.70	3.00
Chesapeake50	1.20	1.75	3.50
Senator Dunlap35	.75	1.00	1.75
Myrtle Murrell45	1.00	1.50	2.50
Helen Davis50	1.00	1.70	3.00
Warfield35	.75	1.00	1.75
Gandy40	.85	1.25	2.25
Eureka45	1.00	1.50	2.50
Bubach45	1.00	1.50	2.50
St. Louis40	.85	1.20	2.00
Early Ozark45	1.00	1.50	2.50
Evening Star45	1.00	1.50	2.50
Haverland45	1.00	1.50	2.50
Missionary40	.85	1.25	2.00
Excelsior35	.75	1.00	1.75
Son's Prolific50	1.00	1.50	2.75
Lady Thompson35	.75	1.00	1.75
Charles I45	1.00	1.50	2.50
Klondike35	.75	1.00	1.75
Aroma40	.85	1.20	2.00
Imp. Klondike35	.80	1.05	1.90
Early Jersey Giant.....	.60	1.25	2.50	4.00
Late Jersey Giant50	1.20	1.75	3.50
Progressive	1.00	1.75	3.00	6.00
Superb	1.00	1.75	3.00	6.00

CO. & BROS. JUDSONIA, ARK.
 SPECIALTY IN EARLY VARIETIES
 TRY THE CHANCE OF EARLY AND
 MATURE FRUIT

FARMERS AND MERCHANTS STATE BANK

Authorized Capital . \$30,000.00

Paid Up Capital . 15,000.00

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DR. W. H. L. WOODYARD, *Vice-President.*

DR. JOHN S. EASTLAND, *Vice-President.*

R. G. DICKINSON, *Cashier.*

T. W. LEGGETT, *Assistant Cashier.*

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W. E. FORBES

W. F. BAUER

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A. W. HENSON

HARRY HUNSAKER

R. E. POWELL

J. C. RHEW

N. A. WALLER

L. WERT WISH

W. H. L. WOODYARD

Judsonia, Ark., July 20, 1915.

To the Public:

This is to certify that O. C. Waller & Bros. is one of our most valued customers, and we have always found them honest and upright in all their business dealings, and wish to say to the public that we think O. C. Waller & Bros. will give each and every one a square deal and value received for every dollar sent them. We have known O. C. Waller & Bros. for a number of years; knew them when plant sales did not amount to over 500,000 each year, and now they ship millions of plants to all parts of the United States.

FARMERS AND MERCHANTS BANK,

Per R. G. DICKINSON, *Cashier.*

As To My Standing At Home

To Whom It May Concern:

We, the undersigned business men of Judsonia, Ark., hereby certify that we are personally acquainted with O. C. Waller & Bros., of Judsonia, who are in every way honest, upright men. They are strictly fair in all their business dealings, and feel safe in asserting that you will be taking no risk whatever in sending them your orders for berry plants. We have always found their word to be as good as gold. These gentlemen are strawberry plant men, and in this business they are growing very rapidly and becoming more competent each year. We gladly recommend O. C. Waller & Bros. to the public as strawberry plant men. You will make no mistake to intrust them with your order.

Farmers & Merchants Bank.

J. H. Marsh, *Express Agent.*

S. T. Hughes, *Lawyer.*

A. W. Henson, *General Merchant.*

T. H. Beals, *Meat Market.*

A. B. Andrews, *Grocer.*

Forbes Bros., *Hardware.*

R. L. Goad, *Cafe.*

J. C. Rhew, *Grocer.*

Dr. Woodward & Phelps.

Dr. W. W. Gill, *Dentist.*

L. N. Hoskins, *Fair Store.*

First National Bank.

J. E. Eastland, *Druggist.*

Deshong, *Grocer.*

R. L. Little, *Druggist.*

C. Ladd, *General Merchant.*

R. C. Mann, *Printer.*

C. W. Bell, *Barber.*

B. F. Rudd, *Blacksmith.*

T. J. Kinison, *Liveryman.*

John White, *Cafe.*

L. S. Jennings, *Tailor.*

Johnson House, *Hotel.*



FALL BEARING SUPERB
See Pages Fourteen and Fifteen

O. C. Waller & Brothers

"The Honest Plant Growers"



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